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TEN MINUTES' EXERCISE for BUSY MEN

By

LUTHER GULICK, M.D.

AMERICAN SPORTS PUBLISHING CO.
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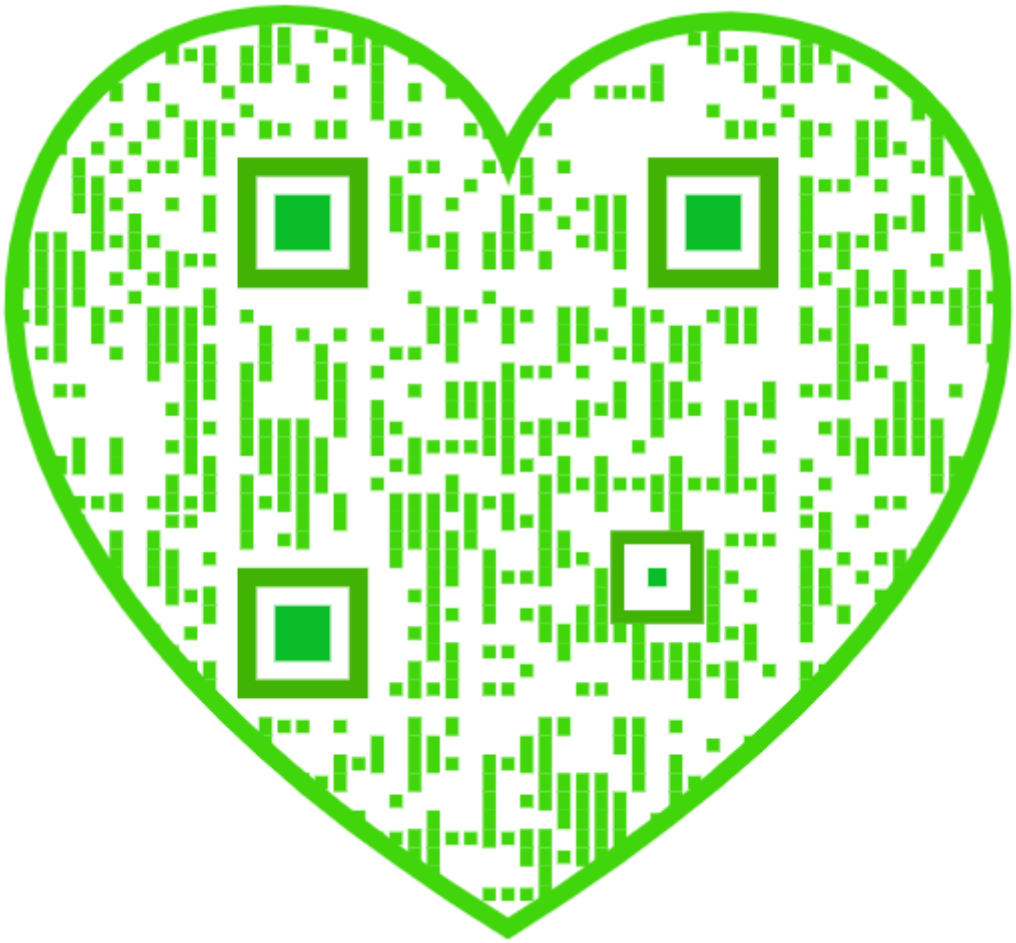

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Group XVI. No. 161

TEN MINUTES' EXERCISE FOR BUSY MEN

A Complete Course in Physical Education

FIVE SEPARATE COURSES

Free Work : Chest Weights
Dumb Bells
Wands : Indian Clubs

BY

LUTHER HALSEY GULICK, M.D.

Ex-President American Physical Education Society; President National Playground Association; Ex-Director Physical Education in the Public Schools of Greater New York.

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EXPLANATION

Some years ago I issued a small illustrated leaflet entitled "Ten Minutes' Exercise for Busy Men." These exercises were aimed to secure health, not at any particular form of muscular development or skill. They aimed to affect a man in his most important parts, that is, his digestion, his circulation and his respiration.

If a man gets plenty of good food, and his digestive apparatus works it up into good rich blood; if the heart is strong and regular so that this good blood goes to all parts of the body with vigor and regularity, and if the respiratory and excretory apparatus is in such good order that this blood is kept pure, the fundamental conditions of health are laid.

It is not so important to have big muscles as it is to have good digestion; it is not so important to have powerful muscles as it is to have a strong, regular heart; it is not so important to have great skill with one's muscles as to have good lungs and kidneys.

These exercises, entitled "Ten Minutes' Exercise for Busy Men," aimed at health. The experience of years has demonstrated the efficiency of these exercises in securing the ends for which they were devised. Many letters have been written by men, testifying to the great benefit which they have secured from these few minutes of simple but vigorous work.

Since the publication of this leaflet the correspondence schools of physical training have come into great activity. Their general aim is to build up big muscles. A somewhat careful investigation of them satisfies me that they are inferior to the exercises in this drill for purposes of building up vigor and manliness.

One of the most vigorous claims of some of these schools, namely, that the heart particularly is benefited by their work is false, for I have had case after case of men whose hearts have been injured by taking the correspondence schools' work when they were not in condition for it.

The exercises in this pamphlet are recommended with the confidence of long, successful use. The results secured are better than those possible from the correspondence school work in the specific directions mentioned. There has been an expressed desire for added variety; accordingly my associate, Mr. Hepbron, has prepared similar exercises to be taken with simple apparatus—wands, dumb-bells, chest-weights and Indian clubs—and I hope that equally good results will be secured from these additional drills.

LUTHER H. GULICK, M.D.

TEN MINUTES' EXERCISE FOR BUSY MEN

FREE WORK

PLATE I.—FREE WORK.

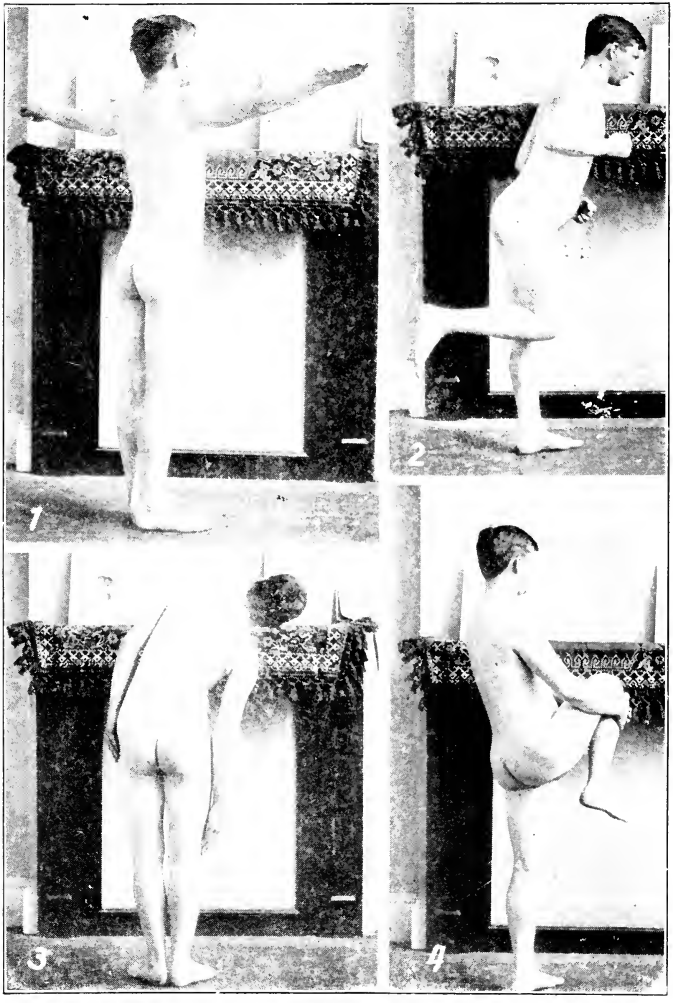


PLATE I.—FREE WORK.

To be taken on rising.

Jump out of bed; strip. If the floor is cold, put on a pair of thick, warm stockings.

No. 1.—ARM CIRCLES.

Ten times.

Fill your lungs before each exercise; arms at side on level with shoulders; describe a circle one foot in diameter with the arms while they are in this position; ten circles in five seconds.

Rest a second; repeat exercise; rest; repeat; keep on until you have repeated five times.

Put lots of snap into your work; breathe deep five seconds. Take in all the air you can; let out all the air you can.

No. 2.—STATIONARY RUN.

At the rate of fifteen steps in five seconds. One minute. Breathe deep ten seconds.

No. 3.—TWISTER.

Ten times each way, thirty seconds.

Keep your feet together. Don't bend your knees; bend your waist; don't be afraid, it won't break.

Get way down on each side.

Breathe deep five seconds.

No. 4.—KNEADER.

Thirty times, thirty seconds.

First one leg, and then the other; squeeze hard; work fast. The bigger your abdomen, the more you need this.

Breathe deep five seconds.

PLATE II.—FREE WORK.

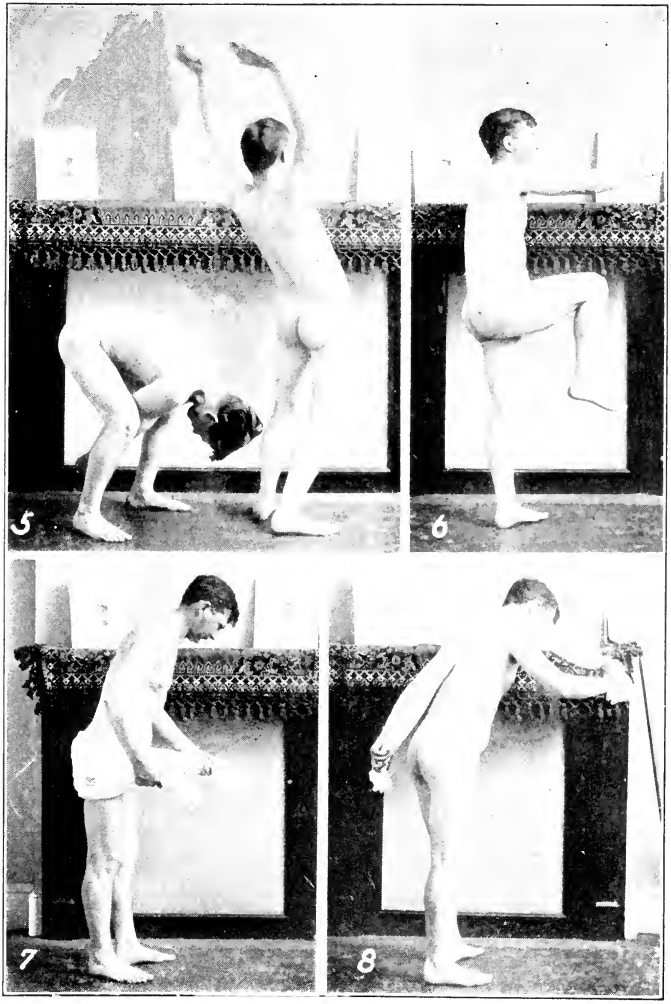


PLATE II.—FREE WORK.

No. 5.—BENDER.

Thirty times, thirty seconds.

Go way down; come up straight.

Breathe deep five seconds.

No. 6.—STATIONARY RUN.

One and a half to three minutes.

Begin and end slow.

Run fast in the middle of the time.

Lift your feet high; if constipated, run with your knees up in front at every step.

No. 7.

Take off your stockings; wring out a towel in cold water; rub all over; take your Turkish towel by both ends, and rub hard. If you are chilly afterwards, the water was too cold; the cooler it is, the better, if you are warm afterwards.

Get dressed, and go to breakfast. If you can take twice this exercise, it will be better. Commence gradually, use long rests and few movements at first. If you don't you will be lame. You can easily prove this.

No. 8.

Take this same exercise just before going to bed, only don't hurry.

If it keeps you awake, take it only in the morning.

(See next page.)

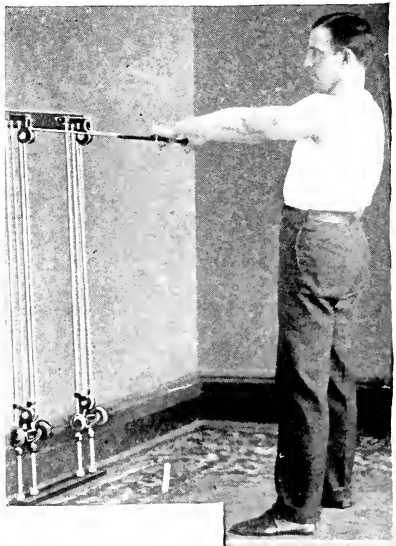
These movements were specially selected to correct defects incident to school and office work, correct flat chest, round shoulders, forward head, regulate digestion and assist nature in the elimination of the waste products of the system, and in conjunction with the bath to produce that buoyant feeling which makes life worth living. Enter into the exercises with your whole being so as to produce copious perspiration.

Never exercise within two hours after eating.

TEN MINUTES' EXERCISE FOR BUSY MEN

CHEST WEIGHT DRILL

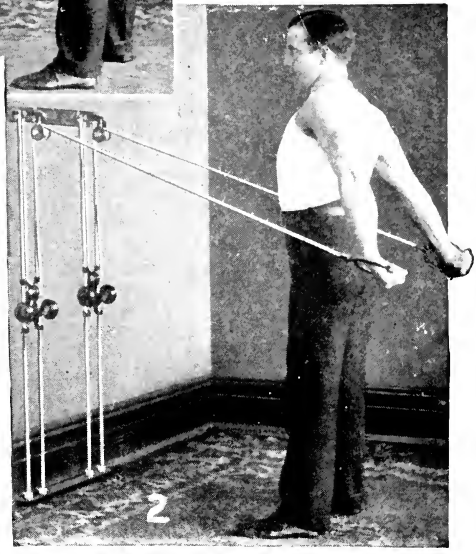
PLATE III.—CHEST WEIGHT DRILL.



No. 1.

Position: As shown.

Palms down; arms straight; chest out; back flat; legs straight; feet apart, about 14 inches; weights about 6 inches from the floor.



No. 2.

Position: Same as No. 1.

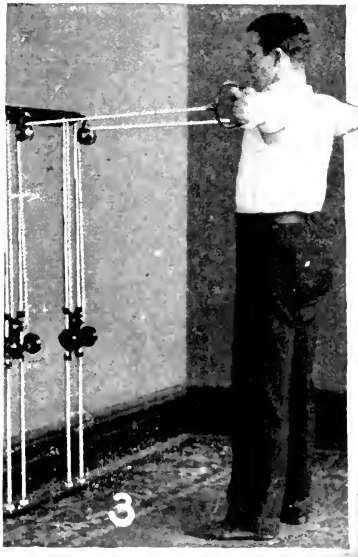
From Position No. 1 carry arms down past sides to position shown. Then return to Position No. 1.

Repeat ten times.

Arms straight; chest out; head up; legs straight.

Strengthens back, upper arm and part of back.

PLATE IV.—CHEST WEIGHT DRILL.



No. 3.

Position: Same as No. 1.

From Position No. 1 carry arms through side horizontal to position shown, then return to Position No. 1.

Repeat ten times.

Arms straight; arms always level with shoulders; hips back; chest out; head up; try to touch shoulder blades together.

Strengthens back, upper arm and upper back. Especially good in correcting round shoulders and flat chest.

No. 4.

Position: Similar to No. 1 with hands touching, thumbs up.

From Position No. 1 carry arms through front horizontal to side horizontal, as shown, then return to Position No. 1.

Repeat ten times.

Arms straight; arms always level with shoulders. Don't allow feet to shift; body erect.

Strengthens all waist muscles, aids digestion, corrects constipation, develops hips.

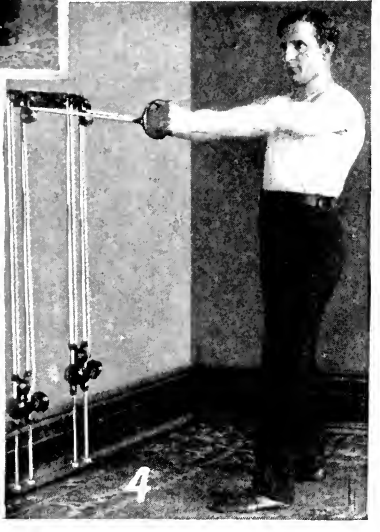
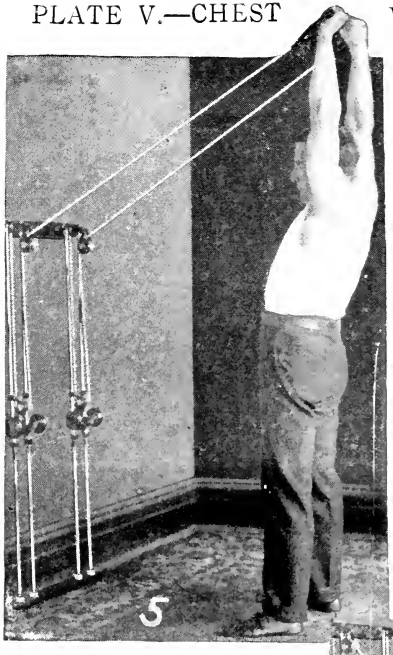


PLATE V.—CHEST WEIGHT DRILL.



No. 5.

Position: Same as No. 1.

From Position No. 1 carry arms overhead then return to Position No. 1.

Repeat ten times.

Arms straight; hips back; chest out; head back. Don't sway body back and forth.

Corrects round shoulders and flat chest, develops whole back arm.

No. 6.

Position: Same as No. 1, except feet spread about 18 inches

Carry arms from Position No. 1 down to position shown, then return to Position No. 1.

Repeat ten times.

Arms straight; legs straight; eyes looking at floor as shown.

Aids digestion, corrects constipation, reduces size of abdomen.

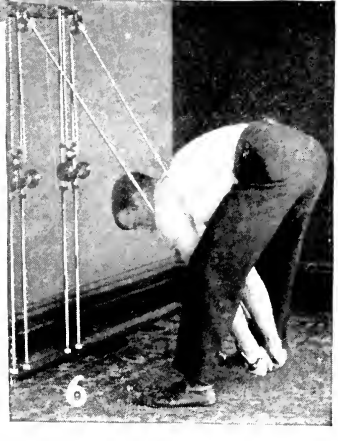
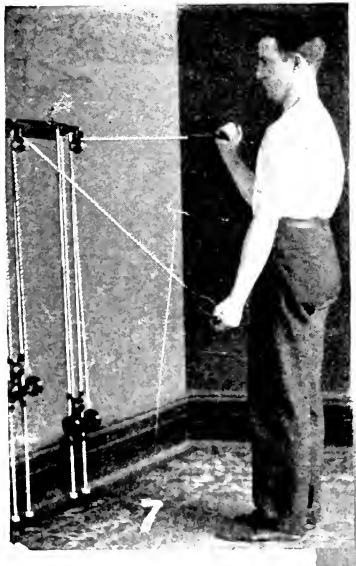


PLATE VI.—CHEST WEIGHT DRILL.



No. 7.

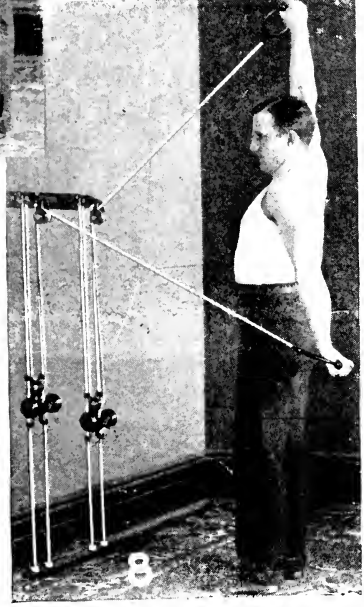
Position: Same as No. 1.

From Position No. 1 carry left arm down as shown, and right up, as shown, simultaneously. Same movement with right arm down and left arm up, simultaneously. Continue the exercise, alternating the two movements described above.

Repeat twenty times.

Down arm straight; up arm flexed; grasp handles tightly.

Develops the arms and shoulders.



No. 8.

Position: Same as No. 1.

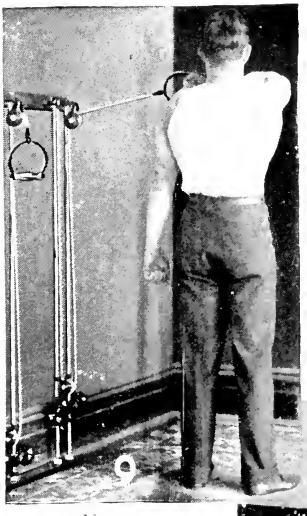
Carry right arm from Position No. 1 to overhead, as shown, and left arm from Position No. 1 down past side, as shown, simultaneously; same movement with left arm overhead and right arm down past side, simultaneously. Continue the exercise, alternating the two movements.

Repeat twenty times.

Arms straight; hips back; chest out; head up.

Develops arms and shoulders.

PLATE VII.—CHEST WEIGHT DRILL.



No. 9.

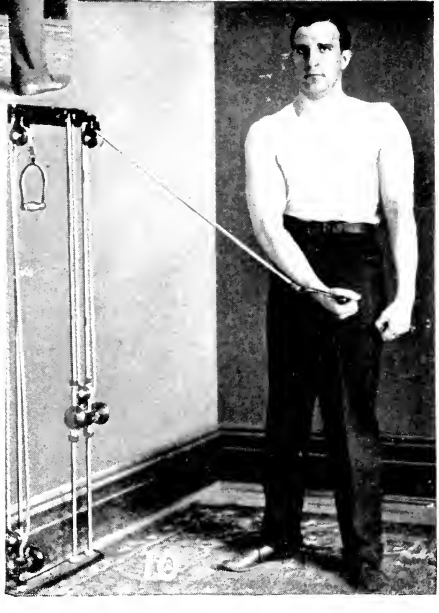
Position: Left side to machine, as shown; arm flexed across chest; feet about 6 inches apart.

Carry arm from above position to position at side horizontal, level with shoulder; return to position.

Repeat ten times.

Straighten arm when beginning each movement; flex arm at finish of each movement.

Develops shoulder, arm, side, waist.



No. 10.

Position: **Right** side to machine, arm at side horizontal, feet about 6 inches apart.

Carry arm from position described to that shown; return to position described.

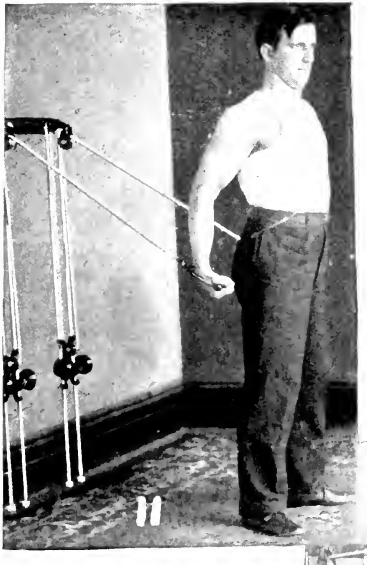
Repeat ten times.

Same with left arm, with left side to machine.

Arm straight; body erect. Don't permit shoulder next machine to drop as movement is performed.

Develops side of body and whole of front arm.

PLATE VIII.—CHEST WEIGHT DRILL.



No. 11.

Position: Same as shown; feet about 6 inches apart; body erect.

Carry arms past sides to front of body, level with shoulders; return to position.

Repeat ten times.

Keep arms straight during movement; palms up; hands while passing to be close to hips. Don't sway hips forward during movement.

Develops chest muscles, front arms, front shoulder.

No. 12.

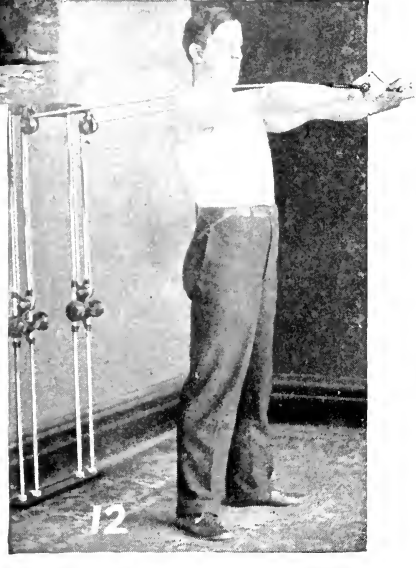
Position: Same as shown; feet about 6 inches apart; body erect; ropes on top of shoulders.

Carry arms from position described above to over head, return to position, ropes touching top of shoulders as described above.

Repeat ten times.

Arms straight; body erect. Don't sway hips forward during movement.

Develops abdominal muscles, chest muscles, whole front arm.



These movements were specially selected to correct defects incident to school and office work, correct flat chest, round shoulders, forward head, regulate digestion and assist nature in the elimination of the waste products of the system, and in conjunction with the bath to produce that buoyant feeling which makes life worth living. Enter into the exercises with your whole being so as to produce copious perspiration.

TEN MINUTES' EXERCISE FOR BUSY MEN

DUMB BELL DRILL

PLATE IX.—DUMB BELL DRILL.

No. 1.

Position: Same as shown.

(*a*) Lower arms through side horizontals to sides, return to position shown; inhale as arms ascend; exhale as arms descend. Repeat eight times.

(*b*) Same through front horizontal to sides. Repeat eight times.

(*c*) Keeping arms in position shown, bend at waist, first to left, then to right, performing a rocking movement. Repeat eight times.

(*d*) Keeping arms in position shown, bend at waist, first front, then back, performing a rocking movement. Repeat eight times.

Arms straight; expand chest when inhaling; contract chest when exhaling; raise on toes as arms go up.

Increases lung capacity, aids digestion, corrects constipation, develops lower leg muscles.

No. 2.

Position: Same as shown.

(*a*) Separate arms and carry through side horizontals to sides of hips, return through side horizontals to position shown. Repeat eight times.

(*b*) Lift arms and carry through front horizontal to sides of hips, return through front horizontal to position shown. Repeat eight times.

(*c*) Place dumb bells on insteps, assume position shown and sit up; return to position as shown. Repeat eight times.

Arms straight; legs straight. When performing (*c*) if the hands are held at front horizontal the exercise will not be so difficult.

Increases lung capacity, aids digestion, corrects constipation, develops abdominal muscles.

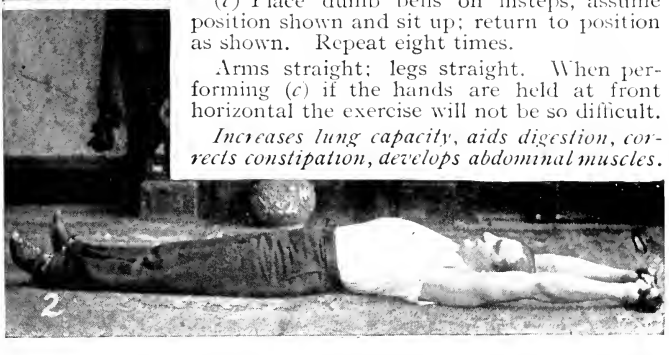


PLATE X.—DUMB BELL DRILL.

No. 3.

Position: Same as shown; hands grasping dumb bells under hips.

Drop both legs to floor.

(*a*) Flex left leg to position shown; leg straight, and return. Repeat eight times.

(*b*) Same with right leg and return.

(*c*) Same with both legs and return.

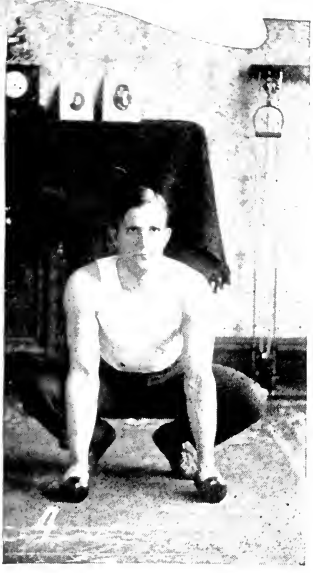
(*d*) Same with left leg, knee bent, touching chest and return. Repeat eight times.

(*e*) Same with right leg and return.

(*f*) Same with both legs and return.

Care should be taken to keep legs straight in (*a*), (*b*), (*c*) and fully bent in (*d*), (*e*), (*f*).

Develops abdominal muscles, aids digestion, corrects constipation,



No. 4.

Position: Same as shown.

(*a*) Stretch left leg to left side and return. Repeat four times.

(*b*) Stretch right leg to right side and return. Repeat four times.

(*c*) Stretch both legs to both sides and return. Repeat four times.

(*d*) Stretch left leg to rear and return. Repeat four times.

(*e*) Same with right leg and return. Repeat four times.

(*f*) Same with both legs and return. Repeat four times.

Keep dumb bells on floor, stretch leg until it is straight.

Aids digestion, corrects constipation, reduces abnormal abdomen, develops legs and hips.

PLATE XI.—DUMB BELL DRILL.

No. 5.

Position: Same as shown. Arms at side horizontals and heels not touching.

(*a*) Raise to upright position; return to above position. Repeat four times.

(*b*) Same with hands at front horizontals.

(c) Same with hands overhead.

(*d*) Same with arms folded in front.

When arms are at horizontal position they should be straight and level with shoulders.

Develops equipoise, aids digestion, corrects constipation, exercises larger leg muscles.

No. 6.

Position: Same as No. 1.

From position bend over until bells touch floor in front of each foot, return to position. Repeat four times.

Keep arms and legs straight.

Affects back of legs strongly and materially assists the functions of the trunk organs.

PLATE XII.—DUMB BELL DRILL.

No. 7.

Position: Same as No. 1.

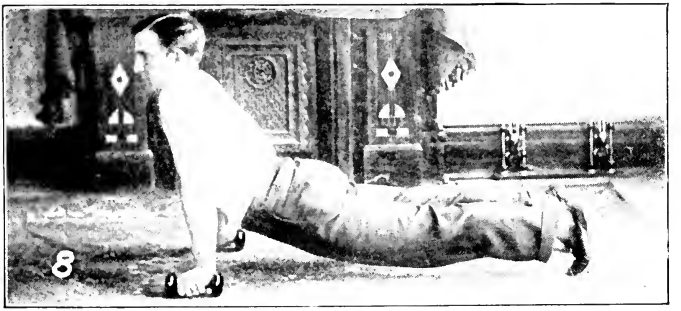
(*a*) From position bend over left leg obliquely until dumb bells touch floor in front of left foot as shown. Repeat four times.

(*b*) Same to right. Repeat 4 times.

(*c*) From position swing dumb bells through front horizontals to between legs; return bending well back at hips. Repeat four times.

In practicing (*a*) and (*b*) keep rear leg straight, bending knee of front leg; in practicing (*c*) keep both legs straight.

Develops leg muscles, stretches muscles and tendons, aids digestion, corrects constipation.



No. 8.

Position: Same as shown.

Lower to floor, chin touching, return to above position. Repeat four times.

Keep legs clear of floor when in above position; rest on dumb bells and toes only.

Develops arms, shoulders and legs.

Exercise every day. If you don't, you cannot say that *it* is a failure; *you* are the failure.

Keep it up while traveling.

1.—Arm Circles	30	seconds.
Breathe deep	5	"
2.—Run	1	minute.
Breathe	10	seconds.
3.—Twister	30	"
Breathe	5	"
4.—Kneader	30	"
Breathe	5	"
5.—Back Bender	30	"
Breathe	5	"
6.—Run 1 minute	30	"
Breathe	10	"
7.—Bathe 4 minutes	50	"
Total	10	minutes.

TEN MINUTES' EXERCISE FOR BUSY MEN

WAND EXERCISES

PLATE XIII.—WAND EXERCISES.

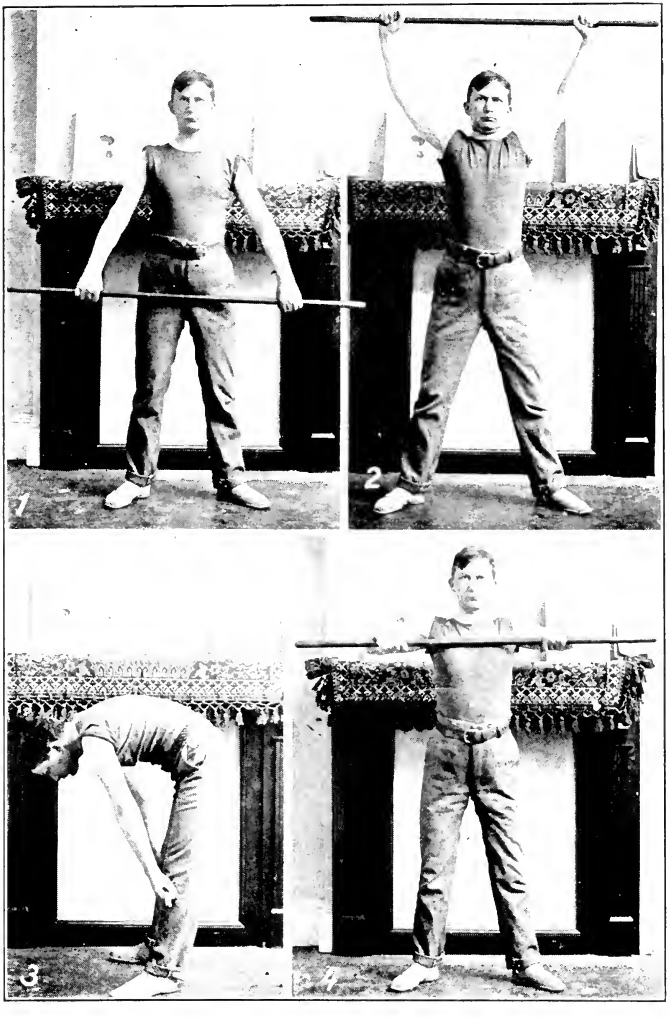


PLATE XIII.—WAND EXERCISES.

No. 1.

Position: Unless otherwise stated, this attitude will be understood as "Position" throughout the wand exercises.

Notice the feet are about eighteen inches apart.

No. 2.

Position: Same as No. 1.

Swing wand to overhead as shown: return to position. Repeat ten times.

Exercises arms, shoulders and chest.

No. 3.

Position: Same as No. 1.

Swing to overhead; bend body to carry wand down to knees or insteps; return to position.
Repeat ten times.

Exercises chest, arms, back, abdomen and legs.

No. 4.

Position: Same as No. 1.

Curl wand to chest, as shown, and return to position.
Repeat ten times.

Exercises shoulders and arms.

PLATE XIV.—WAND EXERCISES.

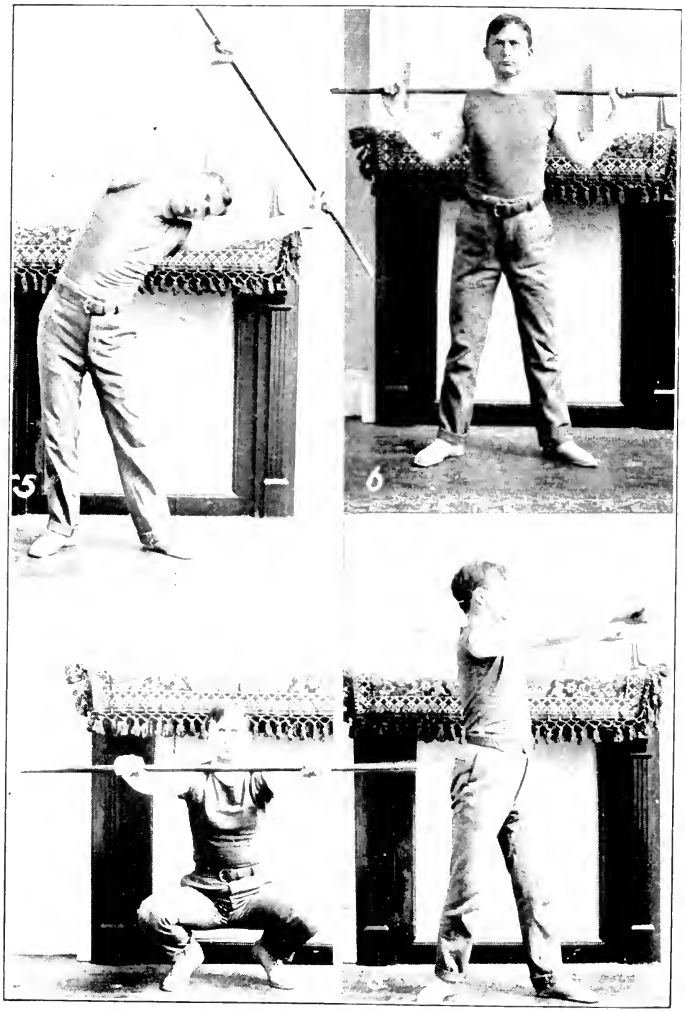


PLATE XIV.—WAND EXERCISES.

No. 5.

Position: Wand overhead, as shown.

Bend to left and right, let wand follow movement of body.

Repeat ten times.

Exercises waist and abdomen.

No. 6.

Position: Same as No. 1.

Carry wand overhead and lower to back of shoulders return to position.

Repeat ten times.

Exercises arm, shoulders and back.

No. 7.

Position: Same as No. 1.

Raise wand forward to level of shoulders, and simultaneously squat as shown in; return to position.

Repeat ten times.

Exercises shoulders, arms and legs.

No. 8.

Position: Same as No. 1.

Raise wand forward to level of shoulders; carry to side, twisting body simultaneously—first left, then right.

Repeat ten times.

Exercises shoulders, waist and hips.

PLATE XV.—WAND EXERCISES.

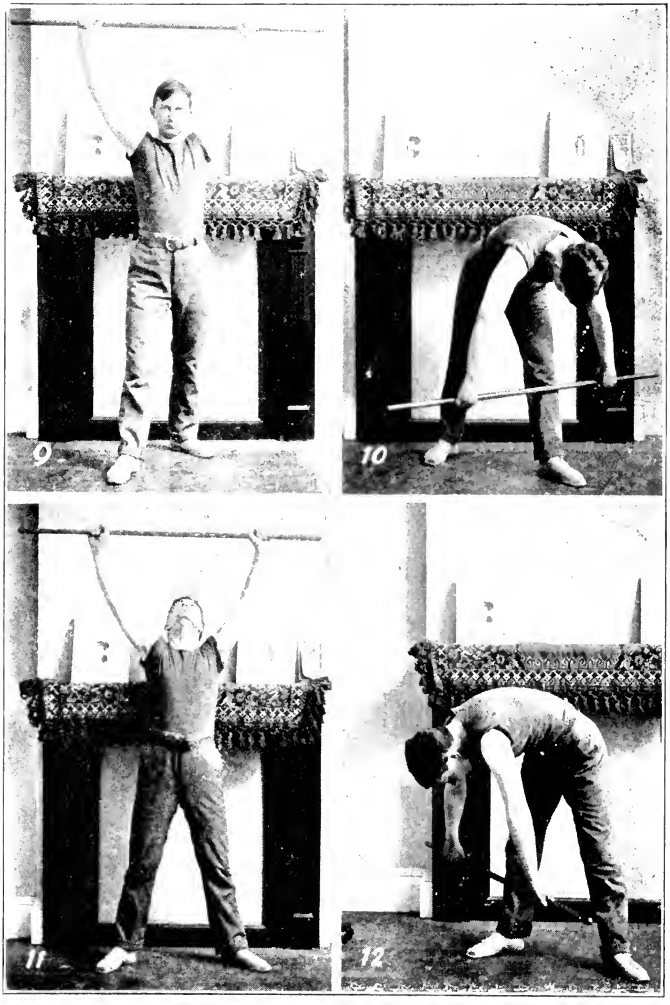


PLATE XV.—WAND EXERCISES.

No. 9.

Position: Same as No. 1.

Raise wand to overhead, and simultaneously rear step with left foot; return to position.
Repeat ten times.

Same with right leg to rear.
Repeat ten times.

Same alternating the feet.
Repeat ten times.

Exercises legs, chest and shoulders.

No. 10.

Position: Same as No. 1.

Raise wand to overhead, oblique step with left foot and bend body, bringing wand to knee or instep; return wand to overhead, then to position.
Repeat ten times.

Same with right leg.
Repeat ten times.

Exercises chest, shoulders, abdomen, legs and hips.

No. 11.

Position: Same as No. 1.

Swing wand to overhead, allowing the eyes to follow direction of wand; return to position.
Repeat ten times.

Exercises chest, neck and shoulders.

No. 12.

Position: Same as No. 1.

Raise wand to overhead, oblique step with left foot, bend body and carry wand to knee or instep of right leg; return to overhead, then to position.
Repeat ten times.

Same with right foot.
Repeat ten times.

Exercises chest, shoulders, legs, abdomen and hips.

PLATE XVI.—WAND EXERCISES.

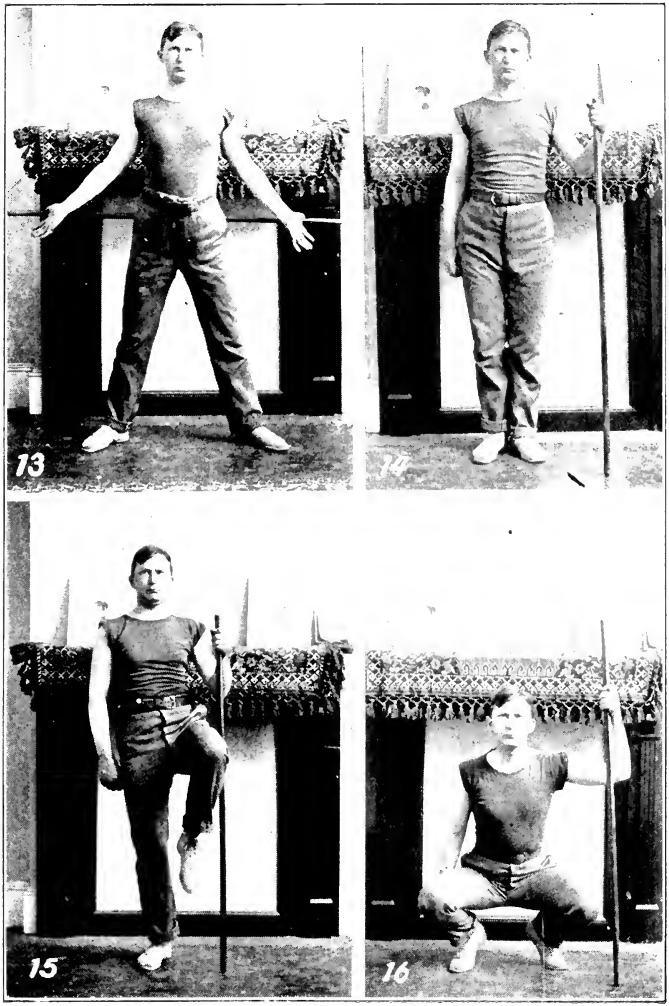


PLATE XVI.—WAND EXERCISES.

No. 13.

Position: Same as No. 1.

Swing wand overhead and down to back of hips, as shown; return to position.
Repeat ten times.

Exercises back and shoulder muscles.

No. 14.

Position: Unless otherwise stated, this attitude constitutes "Position" for remaining movements.

No. 15.

Position: Same as No. 14.

Raise left knee as high as possible; return to position.
Repeat ten times.

Same with right knee; wand in right hand.
Repeat ten times.

Exercises leg, and abdominal muscles.

No. 16.

Position: Same as No. 14.

Sink to squat, as shown; return to position.
Repeat ten times.

Exercises legs, abdomen and back.

PLATE XVII.—WAND EXERCISES.

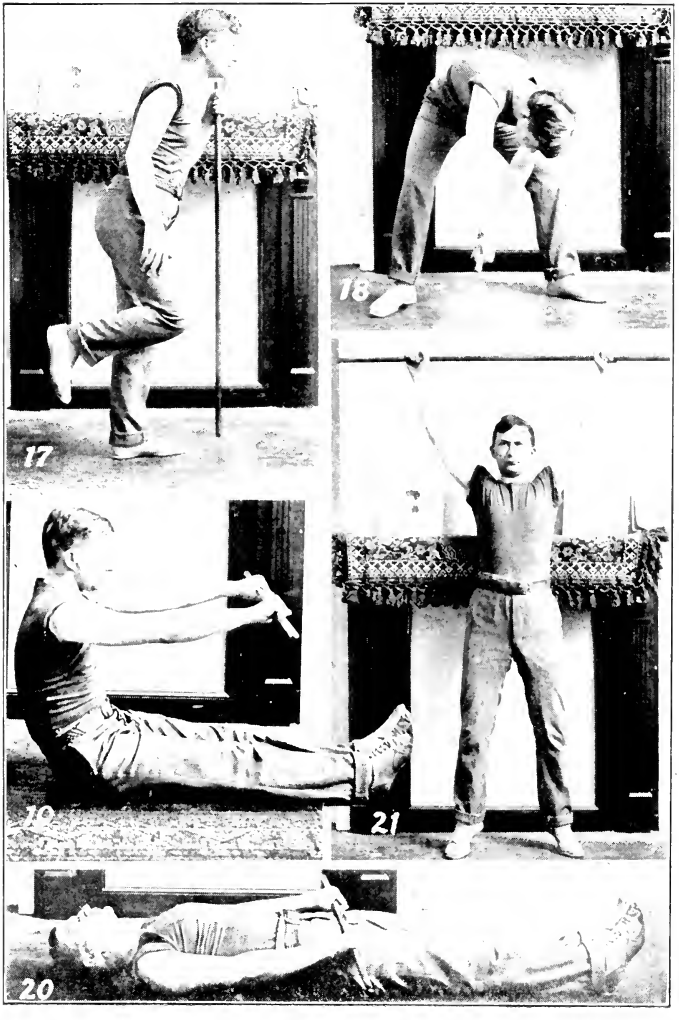


PLATE XVII.—WAND EXERCISES.

No. 17.

Position: Same as No. 14.

Stationary run, retaining grasp on wand. Run for thirty seconds.

Exercises legs, develops lung power and heart.

No. 18.

Position: Same as No. 14.

Raise wand to overhead, bend body; twist wand to pass between legs, as shown.
Repeat ten times.

Exercises arms, waist, abdomen and legs.

No. 19.

Position: Lying on floor, wand resting on front of legs.

Raise wand forward to level of shoulders, and simultaneously sit up, as shown.
Repeat ten times.

Exercises abdomen strongly.

No. 20.

Position: Lying on floor, wand as shown.

Raise legs to right angle, and simultaneously raise wand to perpendicular.
Repeat ten times.

Exercises chest and abdomen.

No. 21.

Position: Same as No. 14.

Raise wand to overhead, stretch body to full length, and rise on toes at end of stretch.
Repeat ten times.

Exercises legs, chest and arms.

TEN MINUTES' EXERCISE FOR BUSY MEN

INDIAN CLUB EXERCISES

PLATE XVIII.—INDIAN CLUB EXERCISES.

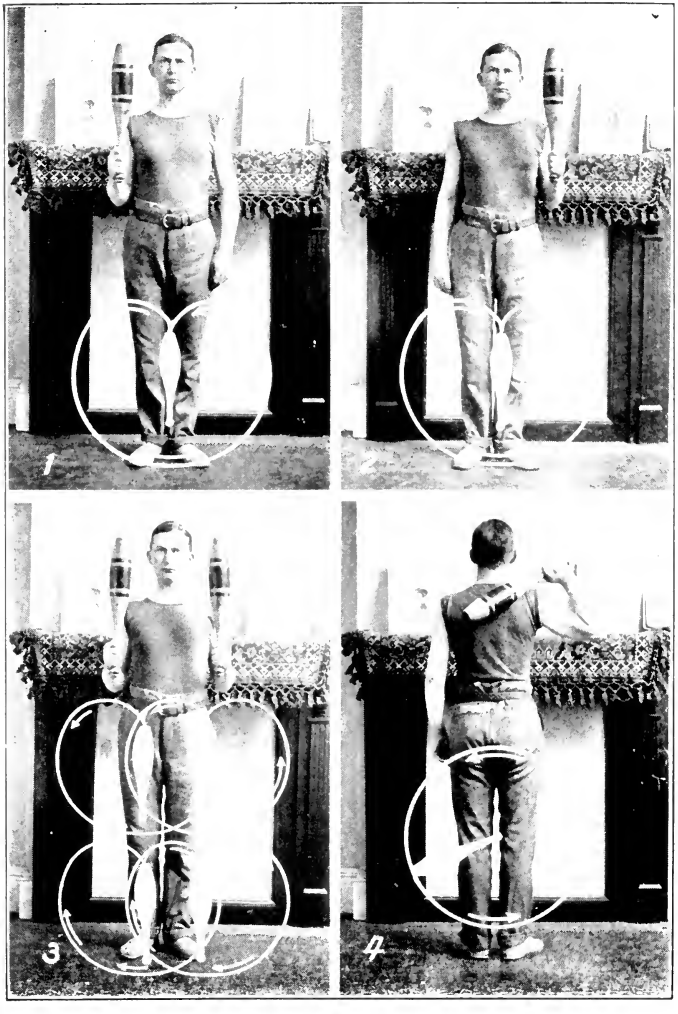


PLATE XVIII.—INDIAN CLUB EXERCISES.

No. 1.

Position: Club in right hand, as shown.

Full swing to right, passing front of body on return; swing to position.
Repeat ten times.

Same, in opposite direction with same hand.
Repeat ten times.

No. 2.

Position. Club in left hand, as shown.

Repeat Exercise No. 1 to the left ten times.

No. 3.

Position: As shown.

Same as No. 1, using both clubs.
Repeat ten times.

Same as No. 2, using both clubs.
Repeat ten times.

No. 4.

Position: Club in right hand at position of No. 1.

Describe a circle, as shown, to right.
Repeat ten times.

PLATE XIX.—INDIAN CLUB EXERCISES.

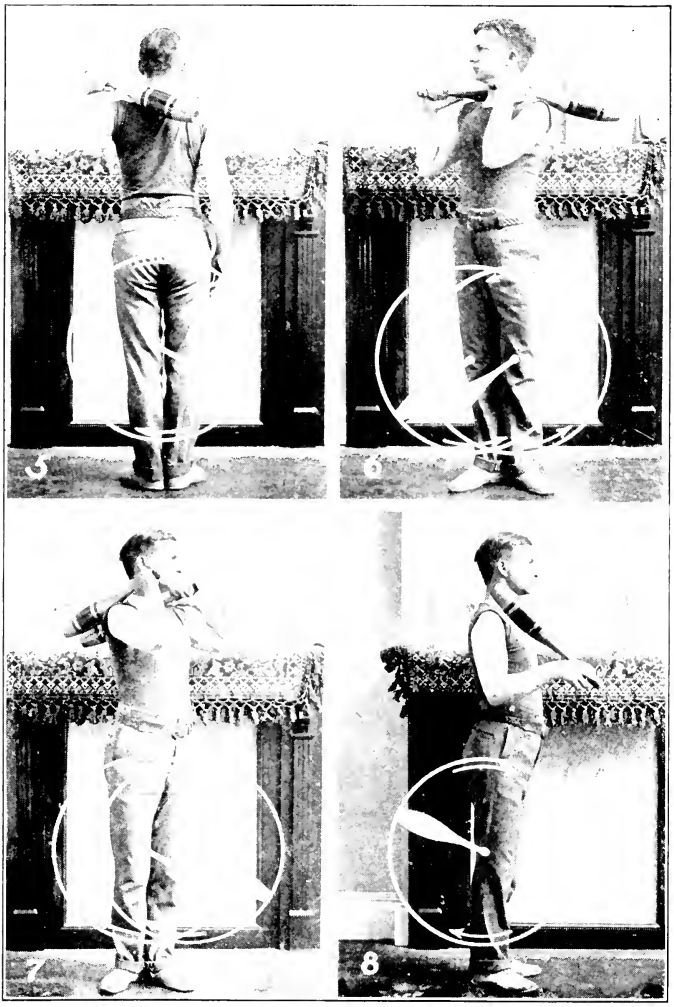


PLATE XIX.—INDIAN CLUB EXERCISES.

No. 5.

Position: Club in left hand at position of No. 1.

Describe a circle, as shown, to left.
Repeat ten times.

No. 6.

Position: Clubs at position of No. 1.

Describe a circle behind both shoulders; ends of clubs pointed, as shown, and continuing to the left to position.
Repeat ten times.

No. 7.

Position: Clubs at position of No. 1.

Same as No. 6, in opposite direction.
Repeat ten times.

No. 8.

Position: Club in right hand, as shown.

Forward circle, allowing the club end to fall forward and circle the outside of arm.
Repeat ten times.

Same with left hand.
Repeat ten times.

PLATE XX.—INDIAN CLUB EXERCISES.

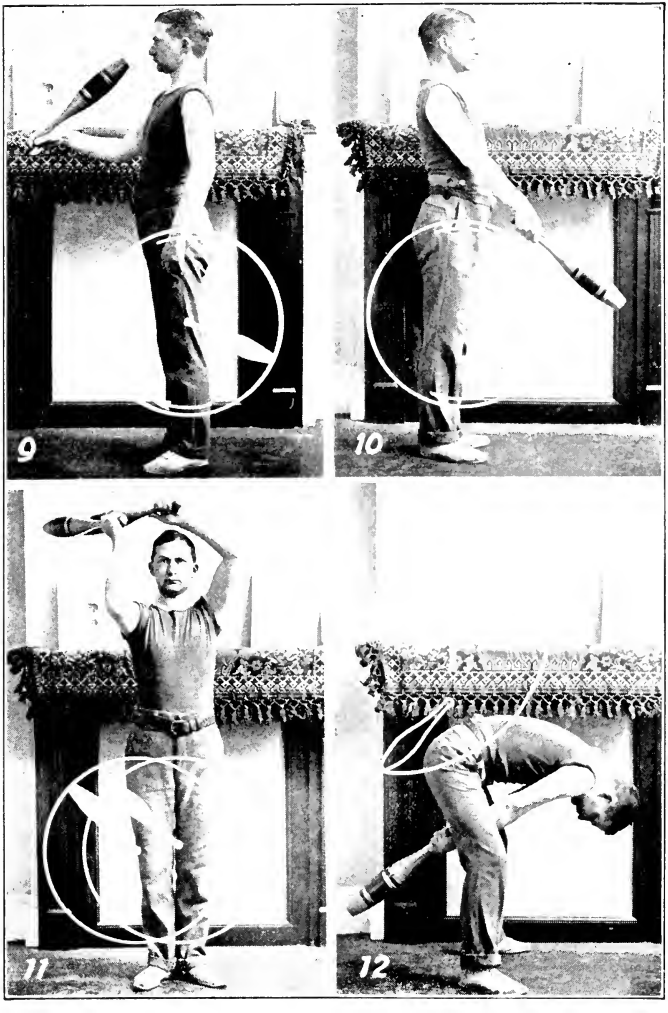


PLATE XX.—INDIAN CLUB EXERCISES.

No. 9.

Position: Club in right hand, as shown.

Rear circle, allowing the club end to fall toward body and circle outside of arm.
Repeat ten times.

Same with left hand.
Repeat ten times.

No. 10.

Position: Club in right hand at position of No. 1.

Describe forward full-arm circle to position.
Cut shows club in downward flight to rear.
Repeat ten times.

No. 11.

Position: Clubs in both hands, as shown, parallel with floor.

Describe a full-arm circle, passing over the head each time. Allow the body to sway with the movement of the clubs.
Repeat ten times.

No. 12.

Position: Clubs in both hands at position of No. 1.

Swing forward and down to between legs, as shown; return to position.
Repeat ten times.

Spalding Athletic Shirts

STOCK SIZES: 26 to 46 inch chest. STOCK COLORS: Worsted shirts, plain colors, except where otherwise specified, carried in stock in Gray, White, Navy Blue, and Black. Cotton shirts, plain colors, carried in stock in Bleached White, Navy Blue, Black, Maroon and Gray. SPECIAL ORDERS. All shirts listed on this page except where noted, we furnish in any colors on special order, at no extra charge. No more than two colors in any striped garment.

No. 10E

Spalding Sleeveless Shirts

No. **10E.** Sleeveless. Best quality worsted. Each, **$2.50** ★ *$27.00 Doz.*
No. **600.** Worsted. " **1.75** ★ *18.90* "
No. **700.** Sleeveless. Worsted. Light weight. Each, **$1.50** ★ *$16.20 Doz.*
No. **6E.** Sanitary cotton. " **.50** ★ *5.40* "
No. **600S.** Worsted. Six-inch stripe around chest, carried in stock in following combinations of colors: Navy with White stripe, Black with Orange stripe, Maroon with White stripe, Black with Red stripe, Gray with Cardinal stripe. Each, **$2.00** ★ *$21.60 Doz.* Special style striping supplied in No. 600S Shirts on special orders at no extra charge.
No. **700S.** Worsted, light weight. Six-inch stripe around chest. Color combinations as No. 600S. Special order only. . . Each, **$1.75** ★ *$18.90 Doz.*
No. **6ES.** Sanitary cotton, solid color body, with six-inch stripe around chest, in same combinations of colors as No. 600S. . . Each, **75c.** ★ *$8.10 Doz.*

No. 600S

Spalding Quarter Sleeve Shirts

No. **601.** Worsted. . Each, **$2.00** ★ *$21.60 Doz.*
No. **6F.** Sanitary cotton. " **.50** ★ *5.40* "

Spalding Rowing Shirt

No. **YR.** Sanitary cotton. Quarter sleeve. Supplied in White with any color silk binding around neck and sleeves and down front. On special order only. Each, **$1.25** ★ *$13.50 Doz.*

No. 600D

Spalding Athletic Shirts

No. **600D.** Worsted, sleeveless, with woven sash of any color. Special orders only, not carried in stock. One only, Each, **$3.00.** Two or more, Each, **$2.50**
No. **6WD.** Sanitary cotton, sleeveless, with woven sash. Navy with White sash, Black with Orange sash, Maroon with White sash, Black with Red sash, Gray with Cardinal sash. Special orders only, not carried in stock. . . . Each, **$1.25** ★ *$13.50 Doz.*
No. **6ED.** Sanitary cotton, sleeveless, solid color body, with sash stitched on. Same combinations of colors as No. 6WD. . . Each, **75c.** ★ *$8.10 Doz.*
No. **600V.** Worsted, sleeveless, V-neck. Special orders only, any color. Each, **$1.75** ★ *$18.90 Doz.*

No. 600V

No. **600NV.** Same as No. 600V, but any two colors striping around neck. Special orders only. . . . . Each, **$2.50** ★ *$27.00 Doz.*
No. **600N.** Same as No. 600NV, but round instead of V-neck. Special orders only. Each, **$2.50** ★ *$27.00 Doz.*

Woven Necklace on Shirts

Nos. 600, 601 or 600S Shirts, special orders only, with necklace stitched on of different color to body of shirt, extra charge of **$1.00** per garment.

Spalding Leotards

Not Carried in Stock.

On special orders only and in any color. For Gymnasium Use, Acrobatic Work, etc.

Leotards are supplied with or without legs, and equipped if required with bib or dickie. Mention color for dickie when ordering.

No. **1L.** Combining athletic shirt and trunks. Made of best quality worsted. . Each, **$5.00**
No. **10L.** Good quality worsted. " **4.00**
No. **12L.** Worsted. . . . . " **3.00**

The prices printed in italics opposite items marked with ★ will be quoted only on orders for one-half dozen or more at one time.

No. 10B

No. 1 Running Pants

No. 4F

No. WS

WH

SPALDING TIGHTS AND TRUNKS

STOCK SIZES: 32 to 42 inch waist. STOCK COLORS: Worsted knee and full length tights are to be had in all colors except where otherwise stated, viz.: White, Gray, White, Navy Blue, Maroon, and Black. Any other colors in special orders, no extra charge. Cotton knee and full tights, except where otherwise specified, Bleached White, Navy Blue, Black, Maroon or Gray. Special orders in any colors, no extra charge.

Spalding Knee Tights

No. 10B. Best quality worsted. Pr., $2.50 ★ *$27.00 Doz.*
No. 604. Good quality worsted. " 1.75 ★ *18.90* "
No. 4B. Sanitary cotton. . . " .50 ★ *5.40* "

Spalding Full Length Tights

No. 1A. Best worsted, full fashioned. Pair, $5.00 ★ *$54.00 Doz.*
No. WA. Special wrestling full tights. Specially reinforced. Special orders only. . . . . Pair, $6.00
No. 605. Good quality worsted. Pr., $3.00 ★ *$32.40 Doz.*
No. 3A. Cotton, full quality. White, Black, and Flesh. Pair, $1.00 ★ *$10.80 Doz.*

Spalding Worsted Trunks

No. 10. Best quality worsted, belt loops. Regular stock colors and, on special orders, in any other color. Pair, $2.75 ★ *$29.70 Doz.*
No. 2. Good worsted; in stock in Navy or Black. Pair, $1.25 ★ *$13.50 Doz.*

Velvet Trunks

No. 3. Fine velvet. Black, Navy, Royal Blue, Maroon. Special colors to order, no extra charge. Pair, $1.25 ★ *$13.50 Doz.*
No. 4. Sateen. Black, White. " .50 ★ *5.40* "

Spalding Y. M. C. A. Trousers

No. 3. Flannel, good quality. . . . . Pair, $3.00
No. 4. Flannel. . . . . Pair, $2.00 ★ *$21.60 Doz.*

White Duck Trousers

No. 3. Good quality. . . . . Pair, $2.00

Spalding Running Pants

STOCK SIZES: 32 to 42 inch waist, cut good and full in size. Specify size and color when ordering. Sizes 32, 34, 36, 38, 40 and 42 are made with fly front and laced back.

No. 1. Special quality White or Black Sateen. . Pair, $1.25 ★ *$13.50 Doz.*
No. 2. Good quality White or Black Sateen. . . " 1.00 ★ *$10.80* "
No. 3. White or Black Sateen. . . . . " .85 ★ *9.18* "
No. 4D. White Drill. For indoor or Y.M.C.A. work. " .75 ★ *8.10* "
No. 4F. Adjusting arrangement at sides. In White, Black, Gray Twill. Pr., 60c.
No. 4C. College style, fly front, wide hips and short legs. No elastic. Made in White, Black or Gray Twill. . . . . Pair, 50c.
No. 4. White, Black or Gray Twill. . . . . Pair, 50c. ★ *$5.40 Doz.*
No. 6. White muslin. . . . . Pair, 35c.
Silk Ribbon Stripes down sides of above running pants. Pr., extra, 25c. ★ *$2.70 Doz.*
Silk Ribbon Stripe around waist of above running pants. " 25c. ★ *2.70* "

Boys' Knee Pants

No. 2B. Blue Flannel Y.M.C.A. Knee Pants, with stripe down side. Pair, $2.50
No. 14B. Quality as No. 4 Y.M.C.A., stripe down side. Pr., $1.25 ★ *$13.50 Doz.*

No. 1

No. 3

Spalding Wrestling and Gymnasium Wear

Spalding Wrestling Supporter

No. WS. Mercerized silk elastic; strong and durable. . . . Each, $2.00

Spalding Special Pads for Wrestling

To be Sewn on Wrestling Tights

No. 62. Tan leather, padded. Pr., 50c. No. 61. Cloth covered, padded. Pr., 25c.

Spalding Wrestling Head Harness

No. WH. Always useful and sometimes indispensable. . . . Each, $3.00

The prices printed in italics opposite items marked with ★ will be quoted only on orders for one-half dozen or more at one time. Quantity prices NOT allowed on items NOT marked with ★

SPALDING BASKET BALL SHOES

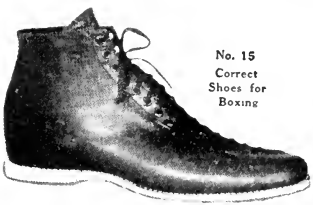
No. AF

No. **AB.** High cut, drableather, Blucher cut; heavy red rubber suction soles, superior quality. Pair, **$6.00**

No. **BBL.** Women's. High cut, light; black leather, good quality red rubber suction soles. Pair, **$5.00**

No. BBL

SPALDING GYMNASIUM SHOES



No. 15
Correct Shoes for Boxing

No. **15.** High cut, kangaroo uppers, genuine elkskin soles. Will not slip on floor; extra light. The correct shoes to wear for boxing. Pair, **$6.00**

No. **155.** High cut, elkskin soles, and will not slip on floor; soft and flexible. Pair, **$5.00**

No. 155

No. **166.** Low cut, selected leather, extra light and electric soles, men's sizes only. Pair, **$4.00**

No. 166

No. **66L.** Women's. Low cut, extra light, selected leather uppers. Electric soles. Pair, **$4.00**

No. 66L

No. **21.** High cut, black leather, electric soles. Sewed and turned, which makes shoes extremely light and flexible. Pair, **$3.25**

No. 21

No. **20.** Low cut. Otherwise as No 21. Sewed and turned shoes. Pair, **$2.50**

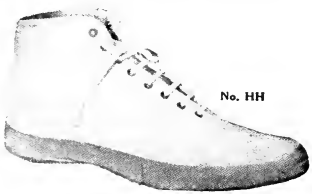
No **20L.** Women's. Otherwise as No.20. Sewed and turned shoes. Pair, **$2.50**

No. 20

Spalding Canvas Top Gymnasium and Basket Ball Shoes

No. **P.** Special quality soft rubber soles. These soles absolutely hold on the most slippery floor. Light weight, durable, correct in design. Sizes, 5 to 11 only. No other sizes. . . . . Pair, **$3.25** ★ *$36.00 Dozen Pairs.*

No. **HH.** High cut, white canvas uppers. Sole surface is similar to our popular gymnasium shoes, but of white, best quality rubber, twice as thick as on rubber sole canvas gymnasium shoes. Men's sizes, 6 to 12, inclusive.
Pair, **$2.25**
★ *$24.30 Doz.*



No. **HHB.** Boys', 2½ to 5½, inclusive. Otherwise same as No. H.H.
Pair, **$2.00**
★ *$21.60 Doz.*

No. **HHX.** Youths,' 11 to 2, inclusive. Otherwise as No. HH. Pair, **$1.75** ★ *$18.90 Doz.*

No. **H.** Men's. As No. HH, but low cut. Sizes, 6 to 12, inclusive. Pair, **$2.00** ★ *$21.60 Doz.*

No. **HB.** Boys', 2½ to 5½ inclusive. Otherwise as No. H. Pair, **$1.75** ★ *$18.90 Doz.*

No. **HX.** Youths', 11 to 2, inclusive. Otherwise as No. H. . Pair, **$1.60** ★ *$17.28 Doz.*

Spalding High Grade Canvas Shoes, with Rubber Soles

MEN'S—Sizes, 6 to 12, inclusive.

No. **IH.** High cut, best quality white rubber soles. White canvas. Pair, **$1.75** ★ *$18.90 Doz.*

No. **I.** Low cut. Otherwise as No. IH
Pair, **$1.50** ★ *$16.20 Doz.*

No. **M.** High cut. . " **.95** ★ *10.26* "
No. **K.** Low cut. . " **.80** ★ *8.64* "

YOUTHS'—Sizes, 11 to 2, inclusive.

No. **IHX.** High cut, best quality white rubber soles. White canvas.
Pair, **$1.50** ★ *$16.20 Doz.*

No. **IX.** Low cut. Otherwise same as No. IHX.
Pair, **$1.25** ★ *$13.50 Doz.*

No. **MX.** High cut. " **.90** ★ *9.72* "
No. **KX.** Low cut. " **.75** ★ *8.10* "

BOYS'—Sizes, 2½ to 5½ inclusive.

No. **IHB.** High cut, best quality white rubber soles. White canvas. . Pair, **$1.60** ★ *$17.28 Doz.*
No. **IB.** Low cut. Otherwise same as No. IHB. . . . . " **1.50** ★ *16.20* "
No. **MS.** High cut. Pair, **95c.** ★ *$10.26 Doz.* No. **KB.** Low cut. " **.75** ★ *8.10* "

Spalding Women's High Grade Canvas Shoes, White Rubber Soles

No. **IHL.** Similar to No. IH, narrow lasts. All Sizes. . . . . Pair, **$1.60** ★ *$17.28 Doz.*
No. **IL.** Similar to No. I, narrow lasts. All Sizes. . . . . " **1.40** ★ *15.12* "

Spalding Special Grade Canvas Shoes, White Rubber Soles

MENS'—Sizes, 6 to 12, inclusive.

No. **WM.** High cut. Pair, **$1.10** ★ *$1.88 Doz.*
No. **WK.** Low cut. " **.90** ★ *9.72* "

YOUTHS'—Sizes, 11 to 2, inclusive.

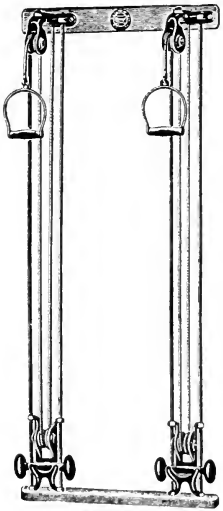
No. **WMX.** High cut. Pair, **95c.** ★ *$10.26 Doz.*
No. **WKX.** Low cut. " **80c.** ★ *8.64* "

BOYS'—Sizes, 2½ to 5½ inclusive.

No. **WMB.** High cut. Pair, **$1.05** ★ *$11.34 Doz.* No. **WKB.** Low cut. Pair, **85c.** ★ *$9.18 Doz.*

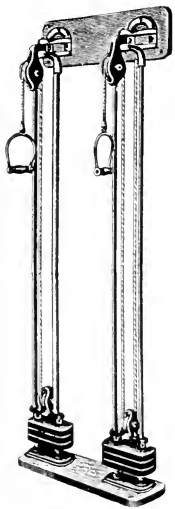
The prices printed in italics opposite items marked with ★ will be quoted only on orders for one-half dozen or more at one time. Quantity prices NOT allowed on items NOT marked with ★

SPALDING CHEST WEIGHT MACHINES



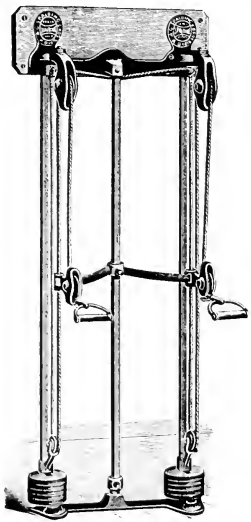
Spalding Chest Weight No. 2

No. 2. A good machine for home use; noiseless and durable. Well made and easy running. Rods are $\frac{3}{8}$-inch copper spring steel. Weights are 5-lb. iron dumb bells, one to each carriage, and may be removed and used as dumb bells. Wall and floor boards are hard wood, nicely finished and stained. All castings heavily japanned. Every part of machine guaranteed free of defect. . . . . Each, **$6.00**



Spalding Chest Weight No. 12

No. 12. This machine, especially designed for home exercise, will be found high grade in every particular. Cast iron parts are all nicely japanned. The wheels are iron, turned true on centers, and have hardened steel cone point bearings. The guide rods are spring steel, copper-plated. The weight carriage has removable felt bushings, noiseless and durable. Each handle is equipped with 10 pounds of weights. . . . . Each, **$12.00**

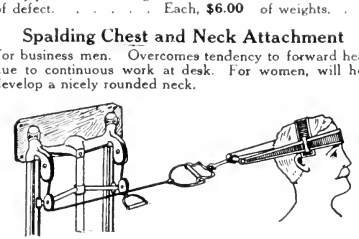


Spalding Chest Weight No. 5

No. 5. Because of its adjustment feature, which permits of all lower, as well as direct chest movements, this machine really combines two machines in one, and is particularly suitable where space is a consideration. The various changes are made by raising or lowering the center arm, requiring but a few seconds. Japan finish. Each machine is equipped with 16 pounds of weights. Ea., **$15.00**
Extra weights for above, 1¼ lbs. Ea., **.20**

Spalding Chest and Neck Attachment

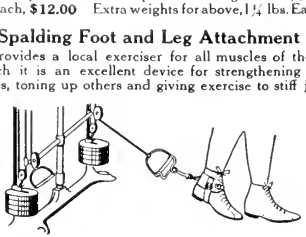
For business men. Overcomes tendency to forward head, due to continuous work at desk. For women, will help develop a nicely rounded neck.



No. 3. Heavy cowhide. Ready for use by simply snapping to one of the handles or both. . . . . Each, **$1.50**

Spalding Foot and Leg Attachment

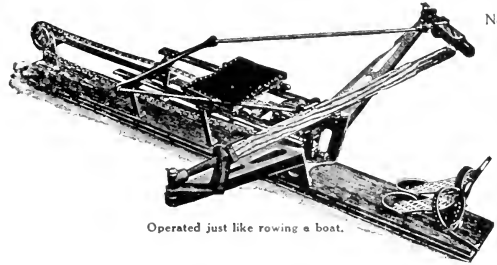
This provides a local exerciser for all muscles of the leg. As such it is an excellent device for strengthening weak muscles, toning up others and giving exercise to stiff joints.



No. 2. Heavy cowhide. Readily attached to one handle or both; can be worn with or without shoe. . Each, **$1.50**

SPALDING CHAIN BELT ROWING MACHINE No. 600

Suitable Alike for the Athlete or the Ordinary Man or Woman



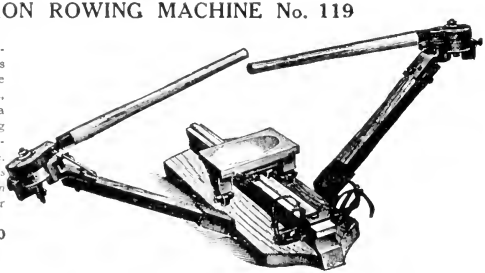
Operated just like rowing a boat.

No. 600. The ideal boat for home use and training purposes. Brings the exercise usually obtained on river or lake into the home or bedroom. Fitted with roller seat and adjustable shoes to fit either a tall or a short person. Thumb-nut arrangement controlling belt allows more or less friction to be thrown into the running parts, imitating the resistance which exists when forcing a row boat through the water. The resistance may be reduced for the weaker sex or increased to suit the strongest athlete. Oars are pivoted in such a way that operator can handle and turn them same as he would during the return and feathering motion with a boat oar. Floor space required, 6 x 5 feet. . . . . Each, **$30.00**

SPALDING FRICTION ROWING MACHINE No. 119

No. **119.** The means used to produce the resistance is a simple friction clutch, which takes instant hold at the commencement of the stroke and retains the pressure till its completion, when it instantly releases it, precisely as in a boat. Quickly taken apart without loosening any bolts or screws. Each machine is adjustable to any amount of friction or resistance. *Do not use oil on friction cylinder. If its action is not perfectly smooth a little clear soap rubbed on its surface will properly correct its action.* Floor space required, 4½ feet by 4½ feet.

Complete, **$20.00**

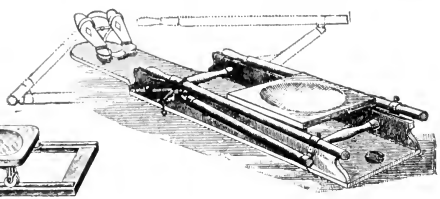


SPALDING ROWING ATTACHMENTS

For use with No. 5 Chest Weight Machines

Particularly suitable for home use. Can be detached from the weight machine quickly and put away in a very small space until the next opportunity for use presents itself. To be used in connection only with chest weights, like Spalding No. 5 (see opposite page) which have center arm adjustment, or with handles arranged so that they can be pulled from a bracket close to the floor.

No. R



No. 1

No. **R.** Designed to fill the demand for a low priced article of this kind, built along substantial lines. Gives entire satisfaction. Floor space required, 4½ feet by 12 inches. . . . . Complete, **$7.50**

No. **1.** This attachment, as will be noted, has out-riggers and arms similar to the rowing machine, and offers a great variety of work when used in connection with chest weight. Floor space required, 4½ feet by 4½ feet. . . . . Complete, **$10.00**

NOTE—These Rowing Attachments, Nos. 1 and R, can be used only in connection with the No. 5 Type of Chest Weight Machine

SPALDING HOME GYMNASIUM BOARD

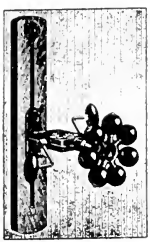
A complete gymnasium for the home on one board. Floor space required, 3 feet by 2 feet. Height, 8 feet. Floor board and staple plate only are attached permanently. Upper board is held in position by pressure of guy rod and will not mar the wall in the slightest degree.

Consists of Board, with attachments for fastening to floor of room, so that walls need not be marred. $10.00
Spalding Abdominal Masseur. 10.00
No. **PR.** Spalding Adjustable Disk. Complete with Striking Bag. 8.00
No. **2.** Spalding Chest Weight Machine, including pair of 5-lb. Dumb Bells. 6.00

Complete, all attached, **$34.00**

Board itself will be furnished separately if desired. . . . . Each, **$10.00**

As the complete outfit is made up and carried in stock by us, equipped as noted above, we cannot supply board with different articles already attached.



Spalding Automatic Abdominal Masseur

Useful for treatment of constipation, based upon the principle of muscular contraction (the force which nature uses). It effectually applies force in the same direction that nature does, and will gradually discard the use of cathartics. A few moments' use each night, before retiring, and in the morning, upon arising, is all that is necessary. Its action upon the liver and stomach is equally as prompt and effective, and derangements of these organs are speedily remedied. . . . . Complete, **$10.00**

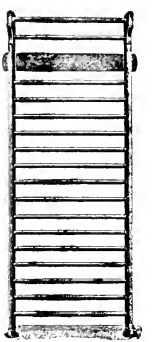
Spalding Bar Stall Bench

No. **205.** Hard pine, strong and substantial. Top padded with hair felt, canvas covered. Preferable, for sanitary reasons that canvas be painted (a special elastic paint is used), unless specified, stock benches will be so furnished. . Each, **$4.00**

Spalding Leather Covered Shot

No. **A.** For abdominal massage. An iron ball, wound with electric tape and then covered with very soft, smooth grade of horse hide. 6 or 8 lbs. weight. . Each, **$5.00**

Spalding Bar Stalls



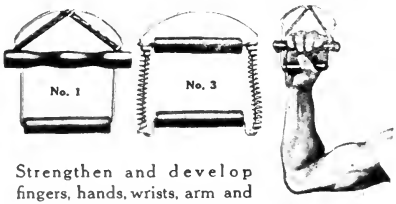
No. **20H.** Adapted for use in the home; compact, of simple construction, used for the greatest variety of movements affecting every part of the body, and especially abdomen and chest movements. Erected against wall, behind door, or any flat surface. 8 feet high, 36 inches wide and extends 6 inches into room. Floor space required, 1 ft. by 2½ ft. Height, 8 ft. Per section, **$8.00**

ACCEPT NO SUBSTITUTE **THE SPALDING TRADE-MARK** GUARANTEES QUALITY

SPALDING HEALTH PULL

No. **HP.** Formed of five cords of heavy elastic, durable in quality. Has two handles, one at each end, and strength may be varied by using with different numbers of cords. A very beneficial article of exercise. . . . . Each, **$1.50**

SPALDING WRIST MACHINES



Strengthen and develop fingers, hands, wrists, arm and forearm. Cures cramps and stiffness of joints.

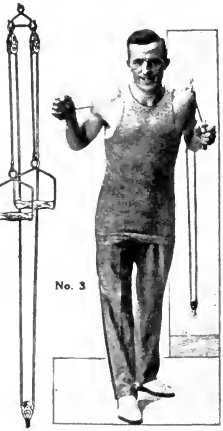
No. **1.** Elastic cord, wood handle. Each, **25c.**
No. **2.** Elastic cord, cork handle. " **50c.**
No. **3.** Metal springs, wood handle. " **30c.**

SPALDING ELASTIC EXERCISERS

No. **3.** Spalding **"Special"** Elastic Exerciser, with chart of exercises. Complete in box, with charts, door hinge attachment and package of hooks. Choice of heavy or medium cable. Improved in quality and finish. . . . . Each, **$5.00**

No. **1.** Spalding **"Standard"** Elastic Exerciser, with a chart of exercises. Complete in box, with door hinge attachment and a package of hooks. Choice of either heavy or medium cable. . . . . Each, **$3.00**

No. **0.** Spalding **"Lively"** Elastic Exerciser, with chart of exercises. Complete in box, with door hinge attachment and package of hooks. Choice of heavy or medium cable. Each, **$2.00**



EXTRA CABLES

Complete with Swivel Ends, for Spalding Elastic Exercisers

If not specified, medium tension will be sent.

Style **C.** Cable only, for No. **3** Elastic Exerciser. Heavy or medium tension. Each, **$2.50**
Style **B.** Cable only, for No. **1** Elastic Exerciser. Heavy or medium tension. " **1.50**
Style **A.** Cable only, for No. **0** Exerciser. Either heavy or medium tension. " **1.25**

SPALDING ELASTIC HOME EXERCISER—NO PULLEYS

It is readily attached to door frame, window casing or any convenient place in room, is absolutely noiseless, takes very little space, and can be quickly removed when not in use.

No. **1H.** Heavy Tension Elastic. Each, **$1.00**
No. **2M.** Medium Tension Elastic. " **1.00**
No. **3L.** Light Tension Elastic. " **.90**

PROMPT ATTENTION GIVEN TO ANY COMMUNICATIONS ADDRESSED TO US

A. G. SPALDING & BROS.
STORES IN ALL LARGE CITIES

FOR COMPLETE LIST OF STORES SEE INSIDE FRONT COVER OF THIS BOOK

PRICES SUBJECT TO CHANGE WITHOUT NOTICE. For Canadian prices see special Canadian Catalogue

ACCEPT NO SUBSTITUTE **THE SPALDING TRADE-MARK** GUARANTEES QUALITY

SPALDING TRADE-MARK INDIAN CLUBS

STAINED FINISH

Good material, and far superior in shape and finish to the best clubs of other makes. Each pair wrapped in paper bag.

Model BS—*Weights specified are for each club.*

½ lb. Pr., **35c.** ★ *$3.36 Dz.* 1½ lb. Pr., **55c.** ★ *$5.76 Dz.*
¾ lb. " **40c.** ★ *3.96* " 2 lb. " **70c.** ★ *7.20* "
1 lb. " **45c.** ★ *4.44* " 3 lb. " **85c.** ★ *9.12* "

No. A No. AA

Spalding Exhibition Clubs

Handsomely finished in ebonite; for exhibition and stage purposes. The clubs are hollow, with large body and although extremely light, represent a club weighing three pounds or more.

No. A. Ebonite finish. . . . . Pair, **$3.50**
No. AA. With German silver bands. . " **5.00**

Model BS

Indian Club and Dumb Bell Hangers

Made of Iron and Nicely Japanned

No. **1.** . . . . . Pair, **15c.** ★ *$1.68 Doz.*
No. **1M.** Mounted on oak strips . " **25c.** ★ *2.70* "

Savage Bar Bell

Especially designed by Dr. Watson L. Savage

Model S. Has large pear-shaped ends, with a flexible hickory shaft one-half inch in diameter, producing a vibratory exercise similar to that obtained with the French wand. . . . . Each, **50c.** ★ *$5.40 Doz.*

Spalding Ash Bar Bells

No. **2.** Selected material, highly polished, 5 ft. long. Each, **45c.** ★ *$4.50 Dz.*

School Wand

No. **3.** 3½ ft. long. Straight grain maple, black finish. Each, **12c.** ★ *$1.20 Doz.*

Calisthenic Wand

No. **4.** 4½ feet long. 1 inch diameter. Black finish. Each, **15c.** ★ *$1.44 Doz.*

The prices printed in italics opposite items marked with ★ will be quoted only on orders for one dozen pairs or more on sizes up to one pound, and on one-half dozen pairs or more on sizes over one pound in weight. On Wands and Bar Bells quantity prices will be allowed on one-half dozen or more.

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A. G. SPALDING & BROS.
STORES IN ALL LARGE CITIES

FOR COMPLETE LIST OF STORES SEE INSIDE FRONT COVER OF THIS BOOK

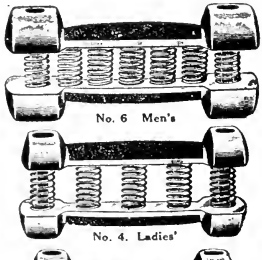
Prices in effect July 5, 1916. Subject to change without notice. For Canadian prices see special Canadian Catalogue.

ACCEPT NO SUBSTITUTE THE SPALDING TRADE-MARK GUARANTEES QUALITY

Spalding Spring Grip Dumb Bells

Manufactured by A. G. Spalding & Bros.

These dumb bells are made in two halves connected by steel springs—as specified in the Sandow patent, which expired August 8, 1916—the effort necessary in gripping, making it necessary to continually devote the whole mind to each movement. This concentration of will power on each muscle involved is what is responsible for the great results obtained through properly exercising with them.



Black Enameled Bells, Springs Nickel-Plated and Polished

No. 6.	MEN'S.	Seven steel springs.	Pair, $2.50
No. 5.	MEN'S.	Five steel springs.	" 2.00
No. 4.	LADIES'.	Five steel springs.	" 1.50
No. 2.	BOYS'.	Four steel springs.	" 1.25

We include with each pair of Spalding Spring Grip Dumb Bells a chart of exercises and full instructions for using. This is the most complete exercising chart ever devised and yet it is very plain and easy to understand. Profusely illustrated.

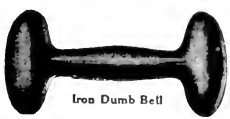
Model AW Dumb Bells

Spalding Trade-Mark Wood Dumb Bells

Model AW. Stained Finish

Made of good material and superior in shape and finish to the best wood dumb bells of other makes. Each pair wrapped in paper bag. Weights specified are for each bell.

½ lb. Pair, 35c. ★ *$3.36 Doz.* 1 lb. Pair, 45c. ★ *$4.44 Doz.*
½ lb. " 40c. ★ *3.90* " 1½ lb. " 55c. ★ *5.70* "
2 lb. Pair, 70c. ★ *$7.20 Doz.*


Iron Dumb Bell

Spalding Iron Dumb Bells

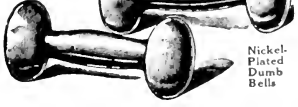
Made on approved models, nicely balanced and finished in black enamel. Sizes 2 to 40 lbs. . . Pound, 6c. ★ *5c. lb.*
Over 40 lbs. . . . . " 8c. ★ *6½c. lb.*

Bar Bells, weight 25 lbs. or more for complete Bar Bell, supplied regularly with steel handles, length 3 feet between bells. . . . . 12c. lb. ★ *10½c. lb.*

Bar Bells, weight 25 lbs. or more for complete Bar Bell, with steel handles, either shorter or longer than regular length, as noted above. . . . . 15c. lb. ★ *13½c. lb.*

Prices for Bar Bells, weighing other than above, quoted on application.

Quantity prices in italics will be allowed on 25 lbs. or more of iron dumb bells or 100 lbs. or more of bar bells.


Nickel-Plated Dumb Bells

Spalding Nickel-Plated Dumb Bells

Nickel-Plated and Polished

No. 1N.	1 lb. . .	Pair, 40c. ★ *$4.32 Doz.*	No. 3N.	3 lb. . .	Pair, $ .95 ★ *$10.26 Doz.*
No. 2N.	2 lb. . .	" 65c. ★ *7.02* "	No. 4N.	4 lb. . .	" 1.15 ★ *12.42* "

No. 5N. Pair, $1.35 ★ *$14.58 Doz.*

Orders for other weights than 1 to 5 lbs., as listed, cannot be accepted.

The prices printed in italics opposite items marked with ★ will be quoted only on orders for one dozen pairs or more on sizes up to one pound, and on one-half dozen pairs or more on sizes over one pound in weight. Quantity prices will NOT be allowed on items NOT marked with ★

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EFFICIENT APPARATUS FOR THE GYMNASIUM

WE MANUFACTURE and sell direct complete gymnasium outfits. Spalding apparatus is the result of twenty-five years of concentrated thought on the subject of efficiency as applied to gymnasium work. In every piece you will find exclusive refinements of adjustments, design and construction.

CONSULTATION with architects, prior to the completion of plans or during the course of construction, is solicited and imposes no obligation.

PLANS and suggested lists of complete outfits will be supplied free of charge or obligation to committees and others interested on receipt of full information as to conditions, use of gymnasium, construction of building, etc.

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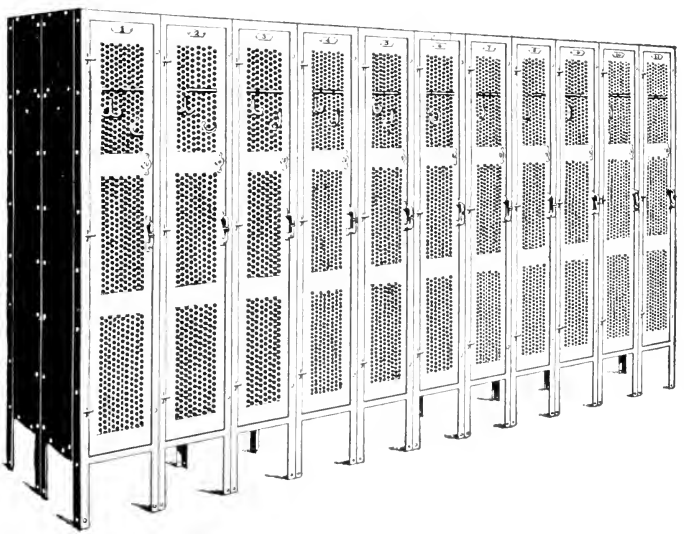

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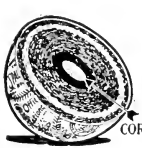
SPALDING
"OFFICIAL NATIONAL LEAGUE"
(REG. U. S. PAT. OFF.)
BALL

PATENT CORK CENTER
(Patented August 31, 1909)

THE OFFICIAL BALL OF THE WORLD SERIES

Adopted by the National League in 1878



Is the only ball used in Championship games since that time and has now been adopted for twenty years more, making a total adoption of fifty-four years. Each ball wrapped in tin foil, packed in a separate box, and sealed in accordance with the latest League regulations. Warranted to last a full game when used under ordinary conditions.

No. 1. Each, $1.25 Dozen, $15.00

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STORES IN ALL LARGE CITIES

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STANDARD QUALITY

An article that is universally given the appellation "*Standard*" is thereby conceded to be the Criterion, to which are compared all other things of a similar nature. For instance, the Gold Dollar of the United States is the Standard unit of currency, because it must legally contain a specific proportion of pure gold, and the fact of its being Genuine is *guaranteed* by the Government Stamp thereon. As a protection to the users of this currency against counterfeiting and other tricks, considerable money is expended in maintaining a Secret Service Bureau of Experts. Under the law, citizen manufacturers must depend to a great extent upon Trade-Marks and similar devices to protect themselves against counterfeit products—without the aid of "Government Detectives" or "Public Opinion" to assist them.

Consequently the "Consumer's Protection" against misrepresentation and "inferior quality" rests entirely upon the integrity and responsibility of the "Manufacturer."

A. G. Spalding & Bros. have, by their rigorous attention to "Quality," for forty years, caused their Trade-Mark to become known throughout the world as a Guarantee of Quality as dependable in their field as the U. S. Currency is in its field.

The necessity of upholding the guarantee of the Spalding Trade-Mark and maintaining the Standard Quality of their Athletic Goods, is, therefore, as obvious as is the necessity of the Government in maintaining a Standard Currency.

Thus each consumer is not only insuring himself but also protecting other consumers when he assists a Reliable Manufacturer in upholding his Trade-Mark and all that it stands for. Therefore, we urge all users of our Athletic Goods to assist us in maintaining the Spalding Standard of Excellence, by insisting that our Trade-Mark be plainly stamped on all athletic goods which they buy, because without this precaution our best efforts towards maintaining Standard Quality and preventing fraudulent substitution will be ineffectual.

Manufacturers of Standard Articles invariably suffer the reputation of being high-priced, and this sentiment is fostered and emphasized by makers of "inferior goods," with whom low prices are the main consideration.

A manufacturer of recognized Standard Goods, with a reputation to uphold and a guarantee to protect, must necessarily have higher prices than a manufacturer of cheap goods, whose idea of and basis of a claim for Standard Quality depends principally upon the eloquence of the salesman.

We know from experience that there is no quicksand more unstable than poverty in quality—and we avoid this quicksand by Standard Quality.

A. G. Spalding & Bros.

STANDARD POLICY

A Standard Quality must be inseparably linked to a Standard Policy.

Without a definite and Standard Mercantile Policy, it is impossible for a Manufacturer to long maintain a Standard Quality.

To market his goods through the jobber, a manufacturer must provide a profit for the jobber as well as for the retail dealer. To meet these conditions of Dual Profits, the manufacturer is obliged to set a proportionately high list price on his goods to the consumer.

To enable the glib salesman, when booking his orders, to figure out attractive profits to both the jobber and retailer, these high list prices are absolutely essential; but their real purpose will have been served when the manufacturer has secured his order from the jobber, and the jobber has secured his order from the retailer.

However, these deceptive high list prices are not fair to the consumer, who does not, and, in reality, is not ever expected to pay these fancy list prices.

When the season opens for the sale of such goods, with their misleading but alluring high list prices, the retailer begins to realize his responsibilities, and grapples with the situation as best he can, by offering "special discounts," which vary with local trade conditions.

Under this system of merchandising, the profits to both the manufacturer and the jobber are assured; but as there is no stability maintained in the prices to the consumer, the keen competition amongst the local dealers invariably leads to a demoralized cutting of prices by which the profits of the retailer are practically eliminated.

This demoralization always reacts on the manufacturer. The jobber insists on lower, and still lower, prices. The manufacturer, in his turn, meets this demand for the lowering of prices by the only way open to him, viz.: the cheapening and degrading of the quality of his product.

The foregoing conditions became so intolerable that, 17 years ago, in 1899, A. G. Spalding & Bros. determined to rectify this demoralization in the Athletic Goods Trade, and inaugurated what has since become known as "The Spalding Policy."

The "Spalding Policy" eliminates the jobber entirely, so far as Spalding Goods are concerned, and the retail dealer secures the supply of Spalding Athletic Goods direct from the manufacturer by which the retail dealer is assured a fair, legitimate and certain profit on all Spalding Athletic Goods, and the consumer is assured a Standard Quality and is protected from imposition.

The "Spalding Policy" is decidedly for the interest and protection of the users of Athletic Goods, and acts in two ways:

FIRST.—The user is assured of genuine Official Standard Athletic Goods.
SECOND.—As manufacturers, we can proceed with confidence in purchasing at the proper time, the very best raw materials required in the manufacture of our various goods, well ahead of their respective seasons, and this enables us to provide the necessary quantity and absolutely maintain the Spalding Standard of Quality.

All retail dealers handling Spalding Athletic Goods are requested to supply consumers at our regular printed catalogue prices—neither more nor less—the same prices that similar goods are sold for in our New York, Chicago and other stores.

All Spalding dealers, as well as users of Spalding Athletic Goods, are treated exactly alike, and no special rebates or discriminations are allowed to anyone.

This, briefly, is the "Spalding Policy," which has already been in successful operation for the past 17 years, and will be indefinitely continued.

In other words, "The Spalding Policy" is a "square deal" for everybody

A. G. SPALDING & BROS.

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ATHLETIC L

A separate book covers every Athletic Sport and is Official and Standard

Price 10 cents each

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ST. LOUIS, 1904

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PARIS, 1900

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ARE THE STANDARD OF THE WORLD

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BALTIMORE
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MANCHESTER, ENGLAND
BRISTOL, ENGLAND
EDINBURGH, SCOTLAND
GLASGOW, SCOTLAND
CHICAGO
MILWAUKEE
DETROIT
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INDIANAPOLIS
PORTLAND
PITTSBURGH
MINNEAPOLIS
ATLANTA
ST. PAUL
LOUISVILLE
DENVER
NEW ORLEANS
DALLAS
MONTREAL, CANADA
TORONTO, CANADA
PARIS, FRANCE
SYDNEY, AUSTRALIA

Factories owned and operated by A. G. Spalding & Bros. and where all of Spalding's Trade-Marked Athletic Goods are made are located in the following cities

NEW YORK
BROOKLYN
CHICAGO
BOSTON
SAN FRANCISCO
PHILADELPHIA
CHICOPEE, MASS.
LONDON, ENG.